

# **IDAHO WOMEN'S COMMISSION**

## **AGENCY STRATEGIC PLAN**

For Fiscal Years Ending  
July 1, 2008 – June 30, 2012

# **IDAHO WOMEN'S COMMISSION**

## **Vision**

The Idaho Women's Commission envisions an environment in which all women and their families within the State are ensured equal opportunities in all aspects of their personal and professional lives

## **Mission**

The purpose of the Idaho Women's Commission as stated in Idaho Code Title 67 Chapter 60 is to encourage and stimulate women to increase their participation in and contributions to the social, political and economic progress of their local communities, the state and the nation. The IWC engages in activities that encourage and stimulate the development of strong families.

## **Statement of Purpose**

We strengthen families by encouraging women to know the laws of Idaho, be involved in their community and become self reliant.

## **Operating Philosophy**

We operate under the philosophy that volunteer service is essential to the success of a society. We are committed to the use of fairness to achieve personal and professional equity. Commission members are aware and respectful of the special problems and issues facing women and families.

## **Issues/Challenges and External Factors**

- Women need access to information and services in a timely, helpful manner. Many women looking to access state or community services often do not know where to start. They are hindered by family, community, and social commitments and needs.
- Legal representation is costly and legal issues can be confusing, especially for women in crisis. The availability of a sliding scale for legal services is not widely used.
- Many women are uninformed about their legal rights and responsibilities or about legislation that might impact them. The difficulty of understanding the legal and legislative process is not widely understood in the general public.
- Many women are uninformed about financial decisions and how to start a business. The perception and tradition of women as the help-mate to a husband has left women with a lack of knowledge and the confidence to become informed.
- Although half of the state's population is female, the majority of its elected officials and policy makers are male.

- Idaho is extremely diverse, geographically and economically. To address a variety of women's needs the Commission must communicate with and reach out to women across the state.
- Women and men are genetically different and tradition has held that health issues are the same. It has been proven that because of our physical makeup we need to address the health issues differently.

## **Goals**

### **Goal #1**

Increase the dissemination of information on economic and educational issues as well as direct women and families to legal help.

### **Goal #2**

Inform the public about the resources available to women and families.

### **Goal #3**

Provide tools and resources to empower women to become successful.

## **Objectives**

### **Objective #1**

To increase the number of contacts and activities planned with Idaho citizens, organizations, legislators, and media representatives.

## **Actions/Strategies**

- Hold networking meetings in each commission member's geographic area, with the goal of gathering input on women and family issues.
- Increase participants attending the networking meetings on a yearly basis.
- Increase media and legislative contacts made on a yearly basis.
- Partner with other state agencies to ensure there are no duplication of services. Look at opportunities to combine services.
- Form a closer association with the Idaho Human Rights Commission and the Idaho Hispanic Commission.
- Nominate Idaho women that have contributed to their communities for the Idaho Hall of Fame.

## **Performance Measures**

- Increase the number of contacts made with citizens, public agencies and legislators, private organizations and the media.
- Increase the number of activities planned with or supported by the commission.
- Increase the number of commissioner volunteer hours.
- Partner with the Idaho Hall of Fame to submit nominations.

**Performance Benchmarks**

- Number of contacts made each fiscal year.
- Number of activities planned and supported.
- Number of volunteer hours given by commissioners.
- Number of nominations made to the Idaho Hall of Fame

**Objective #2**

To increase the number of “Idaho Laws, A Guide for Women and Families” booklets distributed each time it is revised and reprinted as funding allows.

**Actions/Strategies**

- Print a baseline of 15,000 copies in FY09; increase the number in its next printing as funding allows.
- Maintain a distribution plan and a means of collecting donations for the booklet that will reach more Idahoans.
- Print a baseline of 7,000 copies of the Spanish Translation by FY10 as funding and contributions allow.

**Performance Measures**

- Increase the number of booklets printed and distributed.
- Maintain good records of distribution and fundraising efforts.
- Increase the number of the Spanish booklets printed and distributed.

**Performance Benchmarks**

- Baseline of copies printed in FY06
- Baseline of copies distributed by FY08
- Baseline of Spanish copies printed in FY07
- Baseline of Spanish copies distributed by FY09

**Objective #3**

Promote the website as a resource for women and families in Idaho.

**Actions/Strategies**

- Utilize the referral database of the Idaho Careline on our website and direct callers to their 211 or toll free listing
- Utilize the Commission web page for referrals and Frequently Asked Questions
- Maintain a calendar of training and conferences available to women and families on the IWC website

**Performance Measures**

- Increase the number of referral sources listed in the Commission office
- Increase the number of calendared events statewide listed on the website
- Update and maintain the web page referrals and Frequently Asked Questions.

**Performance Benchmarks**

- Baseline: currently listed sources in FY08
- Baseline: number of events listed on website in FY08
- Number of visits to Commission web page

**Objective #4**

Enhance the commission's reach to women and families.

**Actions/Strategies**

- Continue the "800" number.
- Participate in statewide and local conferences for women and families.
- Sponsor educational seminars in regions throughout the state.
- Distribute the Idaho Women's Commission brochure.

**Performance Measures**

- Track the number of information referral phone contacts made to the Commission office
- Track the number of information email contacts made to the Commission email
- Increase the number of conferences and seminars the Commission participates in.
- Increase the number of Idaho Women's Commission brochures distributed.

**Performance Benchmarks**

- Baseline number of calls in FY08.
- Number of phone contacts in each fiscal year.
- Number of email contacts in each fiscal year.
- Number of conferences and seminars in each fiscal year.
- Number of Idaho Women's Commission brochures distributed.

**Objective #5**

To increase the amount of information gathered about legislative or state directed activities impacting women and families and increase dissemination of that information.

**Actions/Strategies**

- Obtain copies of all house and senate bills affecting women and children in Idaho.
- Update commissioners on pending bills that affect women and children during the legislative session.
- Alert Commission members and other interested parties on action needed.
- Hold legislative reception for all legislators every other year during the legislative session to inform and be informed about the issues.

**Performance Measures**

- Increase the contacts made with elected Legislators, Commissioners, State agencies, and public policy groups concerning pending and approved legislation.
- Increase contacts with other state and national women's organizations.

**Performance Benchmarks**

- Number of mailings and telephone calls to groups each fiscal year.
- Number of legislators attending our reception each year.
- Number of committee hearings and other meetings attended each fiscal year.

**Objective #6**

Provide mentorship list to women businesses.

**Actions/Strategies**

- Develop a network of successful business people to serve as mentors.
- Provide information about the mentoring program on the website, brochure, and law book.

**Performance Measures**

- Establish a list of mentors for women in business.
- Place the list on the website
- Place information about the program on the website, in the brochure and law book.

**Performance Benchmarks**

- Baseline mentoring list in FY08.
- Information published and available.